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Help Yourself to These Exceptional Fall Values!

An Open Letter—

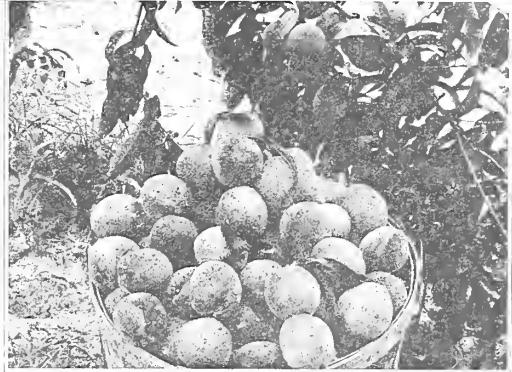
To Old Customers—

The orders you have sent us, the letters of approval of our service you have written us, and the business that has come through your recommendations are greatly appreciated. They are also an inspiration to us to improve our product and service. We thank you.

You are, of course, entitled to take full advantage of all the special values and "Get Acquainted Offers" in this bulletin. To you they may be justly called "Customers' Bargains" or "Profit Sharing Offers." We say "may" because we do not know your needs or wants in sizes and varieties.

To Inquiring Friends—

Many tell or write us that our catalog is "most interesting," "artistic," "informative," "sincere," "helpful." It naturally follows that our stock and service must be equally good and dependable. A trial will convince you. You will be agreeably surprised at the values you receive. Furthermore, there is the additional advantage you will gain by finding out by experience where to secure good stock and valuable information. So don't delay but send us your orders now for shipment when you want them, whether spring or fall.



From a Neosho Orchard

Grow luscious peaches like these from the orchard of the B. E. Smith Land & Lumber Company at Alexandria, La. These trees were from the Neosho Nurseries and planted in 1921. This customer still orders Neosho trees.

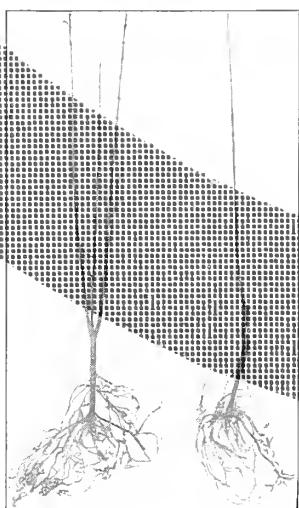
NEOSHO FAIR DEALING INSURES GROWING SATISFACTION

PRICES VERSUS VALUE—Certain articles have been standardized in value and are bought and sold by name or by trade-mark. You can recognize the package and know the regular price.

But with nursery stock it is difficult. No two varieties of the same kind are alike in habits of growth. A crimson Spirea 18 to 24 in. compares favorably with a 3 to 4 ft. Spirea Van Houttei. Common Lilac is readily grown with a number of canes, but it is impossible to grow budded Lilac with several branches in the same period of time.

So here is a product where you must trust the people from whom you buy to give you full value for your money. Of this you may be sure—the value will not be there unless the nursery takes particular pains to preserve vitality. The price won't furnish any proof of worth. You can only discover worth by actual trial.

STANDARDS OF VALUE—It is impossible to describe vitality and trueness-to-name. However, certain standards of value have been



Here are two plants of California Privet. Both are 12 to 18 inches in height. Obviously those with three canes up, such as we furnish, will make a good hedge much sooner than plants with fewer canes.

adopted by the American Association of Nurserymen.

For instance, fruit trees, except 1 yr. apple, are graded by diameter of the trunks two inches above the crown. Shrubs and Privets are sorted and sold by certain heights and number of branches or canes. The 700 members of the American Association of Nurserymen use these standards when dealing with each other, but only a few of them deal with the consumer in that way. We have graded and sold our fruit trees, including 1 yr. apple by diameter for ten years and our customers like it. They see that what is left after pruning the tops when transplanted is the part that counts for successful growth. When you order our trees, 1/2 in. up diameter, you receive the top size in 1 yr. apple. Some varieties will run as large as 11/16 in. in our nursery in one growing season.

Again if you order 12 to 18 in. privet from us, you will receive plants with 3 canes or more. Obviously, such plants will make a better hedge than plants with only one cane.

Neosho Fall Bargains!

These Get Acquainted Offers Bring Real Savings



ONE glance at the special prices listed below will quickly convince you that here indeed is a rare opportunity to secure desirable nursery stock at a real saving. Everything listed in this folder is of first quality. The low prices are offered you because we know that one order from you will bring us many future sales. You'll be surprised at the size and sturdiness of the stock offered here. The varieties are exceptionally dependable. Order now for shipment this fall or next spring. However, these bargain prices are open only until November 30th—subject to prior sale—cash with order.

These Offers
Mean Savings
of 25 Per
Cent
Or More!

DEMONSTRATION APPLE ORCHARD

100 FINE TREES **\$39.50**
Your Own Choice

Sturdy, clean, heavily rooted, well branched trees—
2-year, 11/16-inch in diameter and up; 5 to 7-feet in height. Varieties, in order of ripening: Duchess, Jonathan, McIntosh, Double-Worked Grimes Golden, Delicious, Stayman, Winesap, Baldwin or Northern Spy. Your choice at this remarkable price. Order now!



250 TREES same
varieties and
same size as
above **\$87.50**
500 TREES same
varieties and
same size as
above **\$149.50**

(Carefully graded according to diameter of trunks.)

**Grow Apples
Like These**

Here is a beautiful Neosho tree in the orchard of R. S. Hommell, Knoxville, Tenn. Note how it is loaded with perfect fruit. Grow and pick apples like these—for your own use or for market.

DEMONSTRATION VINEYARD

The Grape is the surest, most dependable of fruits—hardy, vigorous and productive—begin to bear second or third year. Look at these bargains—

500 CONCORD No. 1 vines—Unequalled for making grape juice—special for..... **\$20**
2,500 for \$87.50

500 MOORE EARLY No. 1 vines—Purplish Black, ripens 2 weeks earlier than Concord— **\$30**
2,500 for \$137.50

DOLLAR OFFERS =POSTPAID=

Concords
2 year, No. 1 vines, shipped postpaid— **\$1**
Moore Early 2 year, No. 1 vines, shipped postpaid— **\$1**

The supply of these vines is limited so be sure to ORDER TODAY!

Fall Bulbs Dollar Offers!

POSTPAID

PEONIES 3 to 5 eye-divisions (named varieties our selection) White, Red and Pink **3 for \$1**

IRIS Your choice of American Black Prince, dark purplish blue; Perfection, purple and lavender; Sans Souci, yellow with crimson brown; Orientalis, blue; leaves are narrow. **12 for \$1**

TULIPS Darwin—Mixed colors **25 for \$1**

HYACINTHS Mixed colors **5 for \$1**

JONQUILS Single **5 for \$1**

NARCISSUS Yellow or White **5 for \$1**

WASHINGTON ASPARAGUS

The most resistant to rust and superior in color, size and flavor. Succeeds in most any kind of soil. Have this delicious vegetable in your garden

50 for \$1
POSTPAID

Order Now!

DOLLAR BARGAINS In Fruit Trees

These are genuine bargain offers and you'll be agreeably surprised at the splendid roots and tops. Last year a customer in far away Santa Domingo bought a similar offer and later wrote us—"The little apple trees have started growing beautifully. I expect to order more next season." And remember, these dollar offers are all POSTPAID—(Cash with order of course). Your own choice of varieties, but we suggest planting two or more varieties for cross pollination.

APPLE Your choice of Yellow Transparent, Duchess, Wealthy, Jonathan, Ben Davis, Black Ben, Delicious, Rome Beauty and Winesap (named in order of ripening season) in two sizes as follows:

3 for \$1	6 for \$1
1 yr., $\frac{1}{8}$ to $\frac{1}{2}$ in. diameter, 3 to 5 ft. in height 10 for \$2.50	1 yr., 2 to $\frac{1}{2}$ in. in height Some prefer these little trees 25 for \$3.00

POSTPAID

PEACH Your choice of Carmen, Champion, Belle of Georgia, J. H. Hale, Elberta, Krummel and Henth Cling (named in order of ripening season)—offered in two sizes as follows:

5 for \$1	8 for \$1
1 year trees, 5/16 to 7/16 in. diameter, 2 to 4 ft. in height 10 for \$1.98	1 year trees, 2 to 3 ft. in height, full of vigor— 25 for \$2.45

Note—One of our customers, an orchardist, planted 3,000 of these smaller trees last spring and reports fine results—some of them 5-ft. tall by September first.

PLUM Your choice of Endicott, Omaha, Dawson and Wild Goose Varieties—offered in two sizes:

3 for \$1	4 for \$1
1 year, 5/16 to 7/16 in. diameter, 2 to 4 ft. in height— 10 for \$2.50	1 year trees, 2 to 3 ft. in height, same varieties 10 for \$2.00

PEAR Your choice of Bartlett, Lincoln, Seckel and Kieffer varieties, 1-year, 2 to 3 ft. whips—
Special Postpaid **3 for \$1.00**

All Dollar Offers POSTPAID

Subject to Prior Sale—Cash with Orders

Enjoy Beautiful Neosho Roses

Have roses of rarest beauty blooming in your yard or garden next summer. These good plants and a little care make it easy for you to enjoy real success—to have roses of which you will be mighty proud.

We send your choice of Climbing American Beauty, Gardenia, Radiance, Red Radiance, Lady Hillingdon or Snow Queen. All No. 1, 2 yr. and field grown—

FOR **2 Postpaid \$1.00**
10 for \$4.49

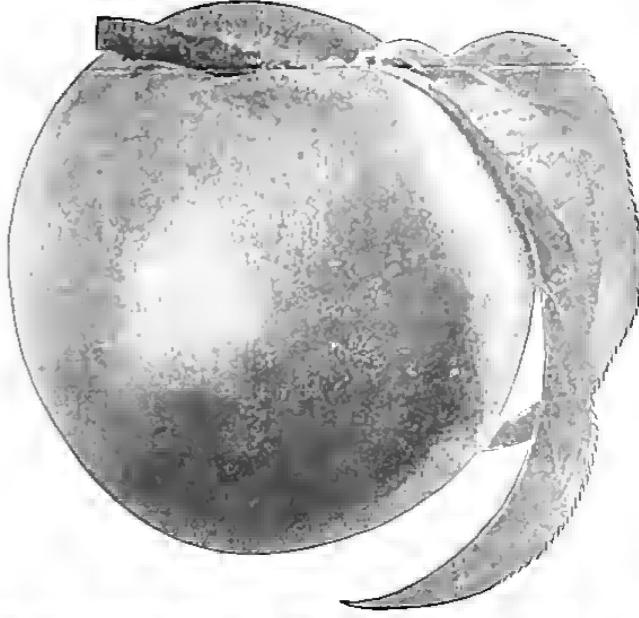
Exceptional Values in SHRUBS

Beautify your home grounds at small cost from these specially priced bargains. These are all good sizes and the same high quality you would receive if ordering from our regular price list or catalog. Your choice of Japanese Barberry 18-24 in.; Deutzia, Pride of R 2-3 ft.; Spirea Van Houttei 2 to 3 ft.—

FOR **4 Postpaid \$1.00**

Here's another real bargain. Same reliable Neosho quality. Your choice of Golden Bell Upright 2 to 3 ft.; J. B. Honeysuckle 2-3 ft.; Purple Lilac 2-3 ft.; Crimson Spirea (Froebel's) 18-24 in.; Mock Orange 2-3 ft.; Hydrangea Hills of Snow or Peegee 18-24 in.

FOR **3 Postpaid \$1.00**



**Select Your
Needs Now—
Shipment
Any Time for
Fall or Spring
Planting—**

DEMONSTRATION PEACH ORCHARD

250 FINE TREES **\$24.50**
Your Own Choice

Your choice of Belle of Georgia, Elberta or J. H. Hale.

These are the same high quality trees which we have shipped in carlots and smaller quantities to many planters and nurserymen in many different states. 1 yr., 5/16 to 7/16 inch in diameter. 2 1/2 to 4 ft. in height.

100 TREES same
varieties and
same size as
above **\$11.99**

500 TREES same
varieties and
same size as
above **\$39.75**



**Grow Your
Own Delicious
Peaches**

It is not at all hard to have fine, abundant bearing peach trees like this one on J. L. Taylor's farm at Chanute, Kansas. He is another one of the thousands of satisfied Neosho customers.

"I purchased many of the trees I planted on my own farm from the Neosho Nursery, and got wonderful results. Especially, just now, we have a live-act cherry orchard, two years old, with a growth as uniform and vigorous as any I have ever seen. I think every tree lived and they are making a very fine growth. I also bought plum and peach trees from the Neosho Nursery with fine results."—J. S. Malone, County Agent.

"The year 1927 I bought and set out one thousand (1000) Elberta peach trees from the Neosho Nurseries Company. They come in fine shape, well packed, and this spring 1928 I found in checking my live trees there were but six or eight dead or missing trees. They made a good growth and look healthy. This spring I bought and planted 1000 grape vines and at this date there is not one dead one in the vineyard, all are growing fine."—O. V. Moele.

RICHARED The Delicious Supreme

RICHARED DELICIOUS
Richared Delicious Apples are a distinct variation, possessing all the good qualities of flavor, texture, size and shape of the popular Delicious, to which is added a rich, solid, double-red color which greatly increases its attractive-ness and market value.

The Richared is solid red and is not striped like the ordinary Delicious. Practically all apples on Richared trees "color extra fancy." The Richared colors early and is a rich red before it ripens and fully two weeks ahead of the common Delicious, is ready to be picked and go in the highest market.

On account of being able to pick early, while the apples are a hard ripe, the Richared is a long keeper and may be kept in cold storage until the following summer.

More extra fancy grade—early picking—firmer apples—no loss from wind-fall—and long storage are the profit features of this variety. Richared Delicious is now bearing on third generation trees and they are identical with the parent tree.

PRICES OF RICHARED DELICIOUS

Diameter	Height	Each	5	25	50	100	250
1/2 in. up	4 ft. up	\$1.40	\$1.20	\$1.00	\$0.90	\$0.80	\$0.70
1 1/2 in.	3 ft. up	1.25	1.00	.90	.80	.70	.60
2 1/2 in.	2 ft. up	1.00	.75	.70	.65	.60	.50

Purchasers are required to sign an agreement not to sell or give away or dispose of any buds or scions from these trees.

E. C. BOOTH, Publisher of The Standard Poultry Journal, Says:

"My order arrived in the very best possible condition—My satisfaction has been growing ever since I started buying of you three years ago." Read his card shown at the left. It is one of the return post-cards we mail attached to another card to insure our customers getting their orders satisfactorily. "Better than I expected" is the reply that is most numerous.

Address—Pub. Standard Poultry Journal
Pleasant Hill, Mo.

Pleasant Hill, Mo.
June 4, 1928

The Neosho Nurseries Co. — Neosho, Missouri

NEOSHO SERVICE

Means Growing Satisfaction

Here are Some of the Ways We Have Rendered Our Customers Neosho Service—We're Waiting to Serve You!

LAST spring a customer gave us a nice order for fruit trees saying, "Perhaps you recall telling me a couple of years ago to postpone planting fruit trees on my newly cleared land because of danger of loss from root-rot."

An order came from Oklahoma for 50 Baldwin apple trees. We told the customer this is a northern variety and would not be likely to give satisfaction, but we could supply them if he wished to take the risk. He changed his order to varieties of proven value in his district.

Mr. Mullens of Missouri planted 350 of our trees three years ago. His neighbor laughed at him for paying more than the neighbor did for trees purchased elsewhere. Today he has a fine orchard while his neighbor is a booster for Neosho stock.

An Arkansas customer sent us an order for 1000 peach trees 1 yr. 11/16-inch, 5 to 7-ft. We wrote him to let us send him 9/16 to 11/16 and to cut back the tops to two feet. He was highly pleased with the stock and has since shown his appreciation of our consideration for his interest by further orders for his friends as well as for himself.

L. C. Beirne of Kentucky wrote us about his J. H. Hale peaches from 1000 of our trees: "I have letters from everyone to whom I shipped singing their praises. People here think I am quite a fruit man, but the truth is, 'Inside Facts' has been my daily guide and I credit you with the success I have made."

NOTE—Instead of our "Inside Facts of Profitable Fruit Growing" we now supply at 15c per copy, "Grow Your Own Fruit," which is a big help in growing fruit. It contains 84 pages and over 120 illustrations.

A GENTLEMAN from a near-by city called late last spring to buy some shrubs and trees for his home, but had no idea of what varieties to use nor how to arrange them. Fortunately he had some pictures of the house and could give us the data we needed. So we made him a rough plan and furnished the plant material required. We even pruned each shrub ready for planting. He reports excellent results.

A lady wanted to use crimson Spirea at the corners of her house and Spirea Van Houttei under the windows, until we pointed out that the habits of growth of these shrubs make this arrangement out of harmony.

Another customer planned to use the Butterfly Bush at the corners of the entrance, but quickly grasped our suggestion to place it in a less conspicuous place since its foliage is not attractive seen close at hand and it dies to the ground in winter.

"Your drawing and suggestions for the planting of my place have been duly received, and to say that I am pleased with the attention that you have given me is putting it mildly. It was through the kind offices of Mr. Fred Sloan of this place that I got in touch with your firm.

"Mr. Sloan owns a 13,000 acre apple and peach orchard here and has repeatedly told me that his best trees were purchased from your firm."—John W. Jackson, Alleghany Co., Maryland.

"Your shrubbery and trees supplied last April proved to be very satisfactory with exception of the raspberry bushes and one cherry tree. These failures I do not attribute to you since the other stock was 100 per cent good and beyond my expectations."—John W. Jackson, Alleghany Co., Maryland.



This is the beautiful home of H. A. Wangerian, Santa Fe, N. M. He writes: "Practically everything was furnished by you to my entire satisfaction."



This photo from W. P. Murray, Michigan, who writes: "Your last shipment came through a good bunch of trees. All have made a good growth." He has bought our trees for 7 years.



This is a sectional view of Oakmont Orchard, owned by R. S. Hommel, Knoxville, Tenn. He wrote us: "Your trees have always been very satisfactory."



This is a view at Reed's Lodge, owned by Frank Reed of Neosho, Mo. This beautiful place was planted with Neosho stock. Let us help you beautify and develop your own grounds.



This Jonathan apple tree is owned by Chas. Robbins, who lives near McElhaney, Mo. It was a 1 yr. 7/16-in. tree when planted and was only 7 years old when this photo was taken this summer.

VALUABLE HINTS AND SPECIAL OFFERS INSIDE